Permit #F00019058

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00019058 **Type of Permit:** FILMING **Release Date:** 08/07/2009

Production Company SMUGGLER INC.

Insured Company Name SMUGGLER INC.

Contact Phone No. 1 323-817-3300
Contact Phone No. 2
Fax 323-817-3332
Address 1715 NORTH GOWER STREET
HOLLYWOOD, California 90028

Production Title KELLOGG'S TEST SHOT

Type of Production Miscellaneous

Producer SEAN COOLEY

Director GUY SHELMERBINE

1st AD N/A N/A

Production Manager N/A N/A

FilmL.A. Coordinator Daniel Alvarez

Location Manager DAVID DOUMENG
Primary Phone Office - 323-817-3300
Secondary Phone Mobile - 310-617-5480

Location Assistant JOHN WHEELER
Primary Phone Office - 818-347-9929
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,110.00

Number of Locations 1

NOT A PERMIT

Permit #F00019058

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00019058
Production Company SMUGGLER INC.
Insured Company SMUGGLER INC.
Production Title KELLOGG'S TEST SHOT

Location Manager DAVID DOUMENG
Primary Phone Office - 323-817-3300
Secondary Phone Mobile - 310-617-5480

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Names WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 8/10/2009 - 8/10/2009 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No interference with vehicular or pedestrian traffic

Please see attached documents
Smuggler David Doumeng Agent Letter512.pdf
BEACHES and HARBORS WILL ROGERS BEACH CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	15
Cube Trucks	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	13

Filming Activities CAMERA IN VAN; CAMERA MOUNT ON VAN; VAN DRIVING ON PCI PARKING LOT FROM TOWERS 10 TO 18;

Jurisdiction
Political: Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

Location Notes No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Coordinator Note NO ACTIVITY ON THE BEACH OR WATER

Coordinator Note
Must maintain a safe driving speed in lot under 10 mph

Must observe all safety precautions with day camp participants and parking lot traffic

Must not block traffic access ways

All vehicles must be within legal marked stalls

Parking

Base Camp
Location Type : LA City Parking lot
Street : PCI PARKING LOT FROM TOWERS 10 TO 18 (25 SPACES)

Crew Parking
Location Type : LA City Parking lot
Street : PCI PARKING LOT FROM TOWERS 10 TO 18 (25 SPACES)

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc. As Authorized Agent and representative

I certify that I am a representative of Smuggler ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 8-8-08

Smuggler Films
Name of Principal

By:
Representative's Signature

DAVID ZOUMENG
Print Representative's Name

LOCATION MGR
Representative's Title

Principal's Address

310 617 5480
Principal's Telephone

Principal = Name of Company

Denise Wheeler
Film Permits Unlimited Inc.
Phone (818) 347-9929
Fax (818) 347-9784
***Pager* (818) 420-7052**

Please sign and fax back

NO PERMIT

Permit #F00019058

Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ON SAND.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **When utilizing beach in front of Gladstone's, companies must also contact Gladstone's (310) 459-9746**
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- No filming at Lifeguard tower #4
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT